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Ad No. 118—(MERIT ULTRA LIGHTS)—Reg. No. 7807—1 page—4 color—(95/8 x 12 in.)—LIFE, 1981 (A)

Important news for ultra low tar smokers.

Merit Ultra-Lights!

Now the MERIT idea has been introduced at only 4 mg tar–New MERIT Ultra Lights. A milder MERIT for those who prefer an ultra low tar cigarette.

New MERIT Ultra Lights. It's going to set a whole new taste standard for ultra low tar smoking.

Only
4 mg tar
Regular &
Menthol

4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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